

University of Dundee

Public responses to flood warning messages

Cranston, Michael; Geddes, Alistair; Black, Andrew; Ambler, Alice; Menmuir, Cordelia

Publication date:
2017

Licence:
CC BY

Document Version
Publisher's PDF, also known as Version of record

[Link to publication in Discovery Research Portal](#)

Citation for published version (APA):

Cranston, M., Geddes, A., Black, A., Ambler, A., & Menmuir, C. (2017). Public responses to flood warning messages: the Floodline service in Scotland. Abstract from European Geosciences Union General Assembly 2017, Vienna, Austria. <http://meetingorganizer.copernicus.org/EGU2017/EGU2017-14381.pdf>

General rights

Copyright and moral rights for the publications made accessible in Discovery Research Portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from Discovery Research Portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain.
- You may freely distribute the URL identifying the publication in the public portal.

Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Public responses to flood warning messages: the Floodline service in Scotland

Michael Cranston (1,2), Alistair Geddes (1), Andrew Black (1), Alice Ambler (1), and Cordelia Menmuir (3)

(1) University of Dundee, School of Social Sciences, Dundee, Scotland, United Kingdom, DD1 4HN, (2) RAB Consultants (Resilience and Flood Risk), Stirling University Innovation Park, Scotland, United Kingdom, FK9 4NF, (3) SEPA, Broxden Business Park, Perth, Scotland, United Kingdom, PH1 1RX

Over the past decade, efforts have been made to improve the national flood warning system in Scotland, with new capabilities in the underlying flood forecasting tools, as well as development of an active flood warning dissemination service. This paper focusses on the latter service, for which there are around 26,000 customers registered at present, and which saw over 300,000 individual messages being issued during recent floods in winter 2015/16.

However, notwithstanding such promising signs of change, evidence of how (if at all) the flood warning messages disseminated by the service actually impacts on recipient behaviour remains more limited. For example, this includes knowledge of the extent to which the messages influence actions on flood preparedness and mitigation. In consequence, there are also ongoing questions over the cost-effectiveness of the service in its current format, and of its scalability to even larger numbers of recipients.

This paper will present initial findings from the first detailed study of customer perceptions of the messages distributed via the Scottish flood warning system, officially known as Floodline. In particular, the primary focus will be on results generated from a web-based questionnaire survey of registered Floodline customers. The survey was designed to assess associations between multiple customer characteristics, including location and risk level, type of warning message received, prior experience of flooding, risk awareness, and demographics.

The study was conducted for the Scottish Environment Protection Agency, which is responsible for running the Floodline service. More broadly it resonates with current emphases on exploring effective means of hazard communication and encouraging public engagement in flood risk management.